







## { Rejuvenating Open-Air Lifestyle }

### OVERVIEW \_IT'S ALL IN THE FAMILY

The purpose of this section on style guidelines is to provide general guidance to organizations using AOT messages and graphic elements in promotional materials and campaigns, including products, services and destinations.

All marketing communications are influential in shaping and reinforcing an accurate and consistent brand for our state. Whether it's a tourism web site, a marketing campaign, a park's facilities guide, newsletter, or a direct mail piece encouraging business development, we want to stand apart from the competition and communicate that Arizona is unique. Most importantly, we want to present a consistent look, feel and tone. This is a far-reaching effort that provides an opportunity to focus consistent messages and build a better foundation for Arizona as a destination in visitors' minds and hearts.



{ Unexpectedly Exhilarating  
Signature Scenery }

## THE AOT IDENTITY MARKS

Uniform use of the Arizona Office of Tourism logo will enhance the recognition of ads and maximize our collective investment in marketing and media placement. These guidelines are not intended to inhibit creativity or to increase the difficulty of production, but rather are provided to assist in communicating a consistent and positive identity for Arizona. To ensure the success of Arizona's branding efforts and to guarantee the quality and consistency of Arizona's brand identity, all logo usage must comply with the design guidelines provided in this document.

It's impossible to list the myriad of ways in which the AOT logo can be manipulated incorrectly. Instead, we have given the following checklist to make sure it is being used correctly. If you can answer all of the following questions satisfactorily, chances are, you are following the logo standards for the Arizona brand.





1. white logo on color/ black 2. black logo on color/white

3. four-color logo for dark backgrounds 4. four-color logo for light backgrounds

! Please note: There are two additional identity marks that were developed for very specific placements and are rarely used. These horizontal versions are to be used only if the space available for the mark is extremely constricted vertically and none of the main versions would fit comfortably. Or if it is being placed online or in an interactive medium.

1. white logo on color/black



2. black logo on color/white



- ~ Are the logos in their original proportions? (YES.)
- ~ Are any elements separated, moved or removed? (NO.)
- ~ Is the "Grand Canyon State" text legible at the final reproduction size (the lowest point size is 6pt)? (YES.)
- ~ Is the logo crowded with other graphical elements, such as typography and imagery? (NO.)

- ~ Do the colors match the colors of the original logo files? (YES.)
- ~ Are there any drop shadows, overlays or other filters added to the logo? (NO.)
- ~ Does the registered symbol (®) accompany the logo? (YES.)





## VISUAL ELEMENTS INVENTORY

The Arizona brand is not only the logo, it's the accumulative effect of using the appropriate graphic elements, messaging, photography and tone to communicate a particular experience and feeling. Emphasizing the same set of visual elements will build a consistent look across many mediums.

Typography is an important element we use to convey the brand personality. Our main font, Raleigh, has an authentic nature, strong form and a unique personality. It was based on Carl Dair's Cartier typeface, which was designed for the Canadian Centennial and the 1967 Montreal World's Fair. Use this font for headlines and subheads.

There are other fonts in our family of typography. The first, Trade Gothic, should be used for short body copy in advertising and collateral materials. Vendetta is to be used in long format copy, such as advertorials, brochures and articles. Vendetta can be replaced with a more common serif font (lightweight) such as Garamond, Palatino or Baskerville.

## VISUAL ELEMENTS\_Typography\_main

### Raleigh Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 123456789

### Raleigh Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 123456789

### Raleigh Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 123456789

### Raleigh Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 123456789

## VISUAL ELEMENTS\_Typography\_subfonts

### Trade Gothic Condensed No. 18

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 123456789

### Vendetta Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 123456789

### Trade Gothic Bold Condensed No. 20

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 123456789

### Vendetta Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 123456789

! There are a few occasions where a certain word or phrase in a headline needs to stand out, either for meaning or for impact. In such a case, a script font can be used. (Never use these fonts for entire headlines or thoughts.) Though not officially listed as a member of our font family, these fonts include Poppl-Exquisit, Berthold Script, Snel Roundhand, or any similar script font as long as it's used with restraint. See page forty-seven for an example.



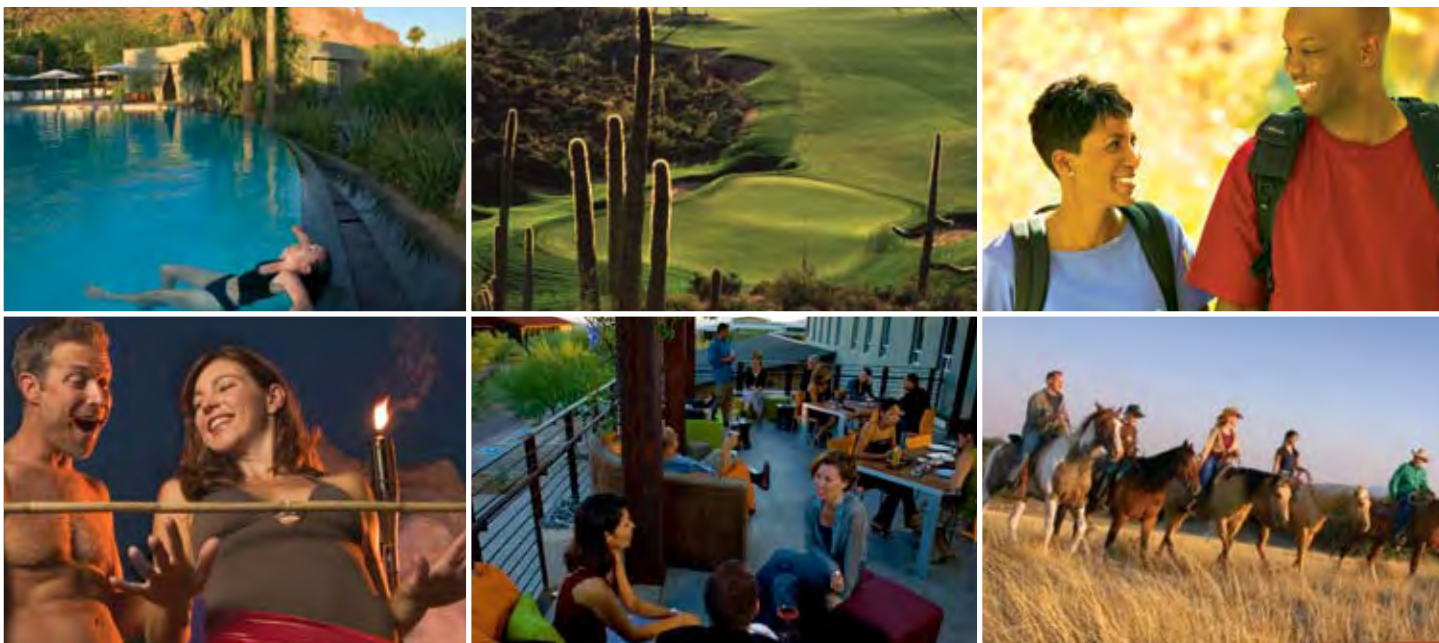
## VISUAL ELEMENTS\_Photography

Perhaps the most striking element of all is the imagery used in a particular medium. Photography, when carefully selected, can reinforce key messaging points, add emotional and visual interest, and directly show all that Arizona has to offer. In our case, the imagery is also the product. Here are a few guidelines to keep in mind when using photography:

- ~ Select photography that showcases an experience and is not simply a landscape or natural still life.
- ~ Select photography that best exemplifies the four brand dimensions for the state.
- ~ Try to crop the photo in such a way that nothing important is missing.
- ~ If a single photograph cannot convey the message, find one or two additional images that complement the first photograph.
- ~ Avoid imagery that seems dull or unimaginative.
- ~ Select photography that highlights the diversity of our visitors.
- ~ Remember that imagery should always add meaning to the overall message. If this isn't the case, re-evaluate its importance.

For more information on developing or enhancing your image library please contact the Arizona Office of Tourism's Advertising Division at 602.364.3726.





## VISUAL ELEMENTS\_Digital Files

**Acceptable Digital Files.** It is extremely important that the proper file usage be observed when submitting digital artwork to publications and print vendors. Low resolution raster graphics, RGB (Red, Green, Blue) graphics and non vector logos are commonly misused in print projects.

**Vector Graphics.** Primarily logos are created and used in vector format (referred to as vector eps). Vector graphics (or geometric modeling) is the use of points, lines, and curves, which are all based upon mathematical equations to represent images in computer graphics. Vector art is best for printing. PC's generally do not come with the software able to read vector graphics which are generally eps files. Since the art is made from a series of mathematical points it will print very crisply no matter how you resize the art. For instance you can take the same vector logo and print it on a business card or blow it up to billboard size and keep the same crisp quality.

**Raster Graphics.** The term raster graphics is the representation of images as a collection of pixels (dots) as in jpg, bmp, gif or tif files. A raster graphic would blur drastically if it were blown up from a business card size to billboard size.

**Low Resolution Graphics.** This occurs when a graphic is used that has a DPI resolution too low for print quality. Pixels can not be made bigger without compromising the integrity of the graphic. When pixels are stretched they become bigger and more visible resulting in what is referred to pixelization. Unfortunately, the problem doesn't arise until the plating or printing of a job. By then it is a costly mistake.

The minimum requirements for resolution in raster files are 300 DPI(dots per inch)/PPI(pixels per inch) CMYK/Grayscale. This resolution is used for most printing jobs whether it is digital or offset printing, excluding newsprint and silk-screening.

180-200 DPI CMYK/Grayscale - This is the resolution used for newsprint and silk-screening.

**RGB Graphics.** This color format is used for screens only such as for use on the web and television. PC's generally do not come with the software to read anything other than RGB jpg or pdf graphics. Unfortunately, these files are commonly misused in print. Make sure your files are formatted correctly for whichever process is being used.





# VISUAL ELEMENTS\_AOT Color Palette

The color palettes used for Arizona's brand have been carefully selected to reflect the natural hues of Arizona. They are authentically earthy, while retaining the bright and colorful nature of all of our cultures.

## First-Level Colors

These colors should be used for primary elements such as textures and important copy points. Tints, shades and transparencies are acceptable (when necessary). However, they should never exceed 30%.

## Second-Level Colors

This palette should be used to complement the first-level colors, but never so much that they overwhelm them. Tints, shades and transparencies are acceptable (when necessary). However, they should never exceed 30%.

### First-Level Colors

name	pantone	cmyk				
turquoise	5477	c 64 y 36 m 21 k 59	green	574	c 54 y 85 m 24 k 69	
sienna	1605	c 7 y 100 m 72 k 32	chili	1815	c 13 y 81 m 96 k 54	
olive	5815	c 32 y 96 m 31 k 79	slate	431	c 45 y 17 m 27 k 51	
khaki	451	c 17 y 45 m 13 k 34	blue	540	c 100 y 12 m 57 k 61	
aqua	316	c 100 y 26 m 15 k 70	brown	448	c 30 y 62 m 35 k 79	

### Second-Level Colors

name	pantone	cmyk
red	484	c 8 y 92 m 91 k 33
royalty	520	c 66 y 5 m 86 k 17
canary	122	c 0 y 80 m 14 k 0
sky	306	c 79 y 6 m 0 k 5
orange	7414	c 4 y 99 m 62 k 18
lime	368	c 63 y 97 m 0 k 0



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## VISUAL ELEMENTS\_Textures

In order to keep any designs or layouts from feeling too contrived or boring, we leverage the use of a texture. Texture was developed to add warmth and an organic touch to our communication; and uses the first-level color palette as its origin. Instead of using a block of color, use a field of this texture whenever possible. This guide uses most of the textures in our collection.

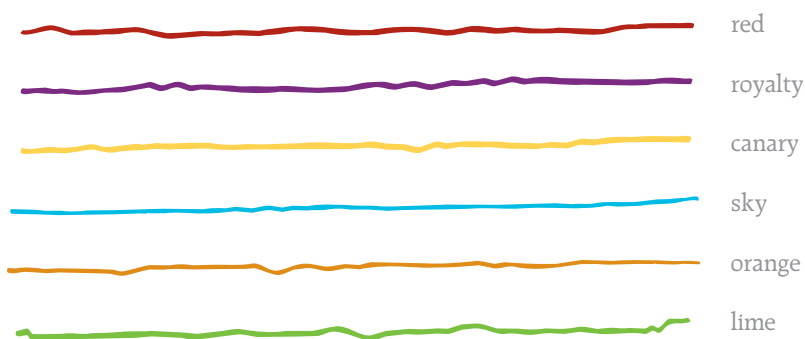
	turquoise		olive		green		slate
	sienna		khaki		chili		blue
	aqua		dark green		orange		purple
	yellow		grey		coral		





## VISUAL ELEMENTS\_Lines and Fleurons

Another element that adds a human touch to our communication efforts is the horizon or horizontal line. Designed to loosely resemble an Arizona horizon, this uneven stroke is used mainly to separate elements (such as photography from texture, or information from imagery) within a design and can do so vertically or horizontally. It keeps layouts from becoming too angular or square. Most often, they are implemented in the second-level color palette.

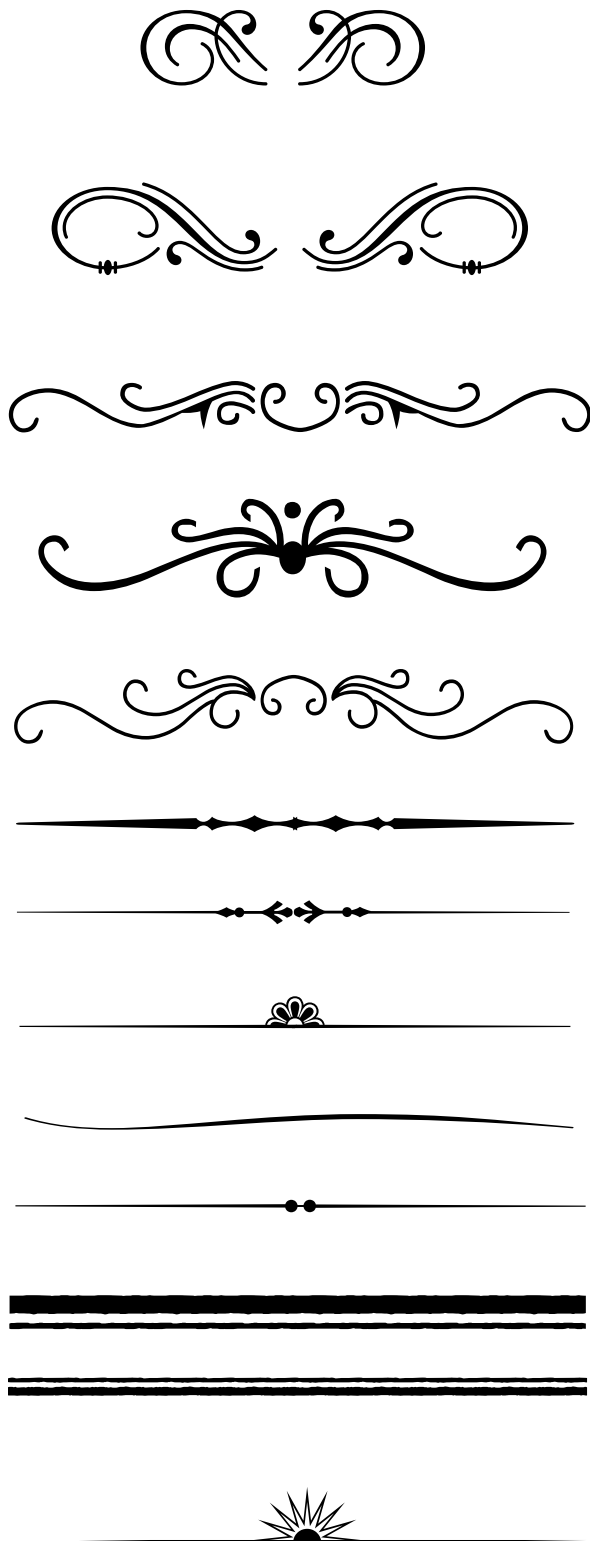


! Users may choose to create their own horizon line, as long as they remember that the stroke needs to be relatively flat.

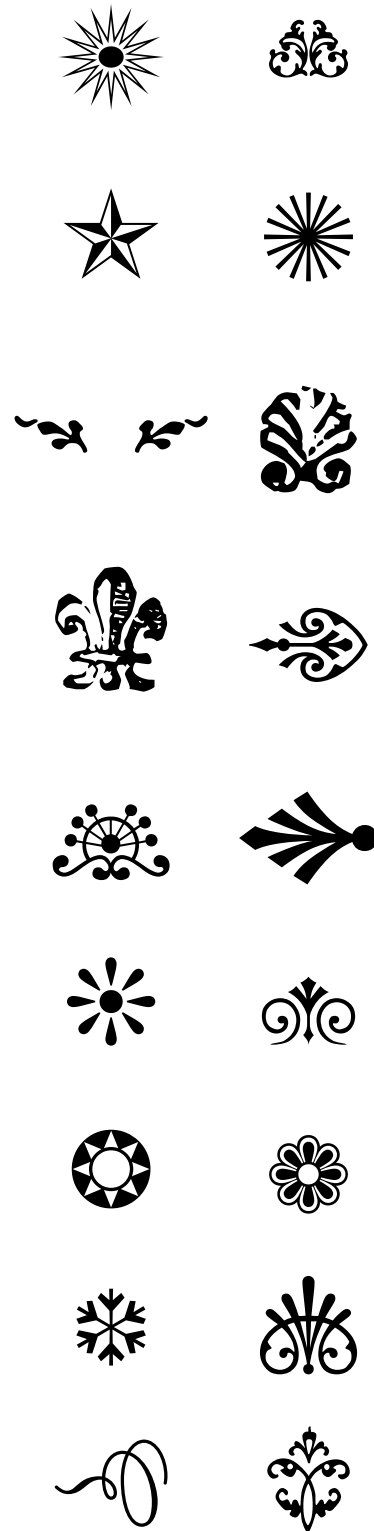
Graphic elements that represent experience based product categories such as naturally inspiring Arizona or outdoor adventure can be branded with an icon and used consistently when these focus areas are discussed in copy. Creating a consistent icon consumers can recognize in all collateral materials is very important as it provides a familiar visual cue for the consumer.

There are other times when an extra element is required to help separate space in a layout or to keep the overall design organized. In such cases, we utilize printer fleurons, which are basically small dingbats and ornaments created to complement the content and tone of that particular piece of communication. Care has been taken to create a set designed specifically for our brand, though they should be used sparingly.

## linear separators



## dingbats



For more information on the usage or style guidelines please contact the Arizona Office of Tourism's Advertising Division at 602•364•3726.